

Students spot good careers

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real good person at the helm to make sure all goes well."

Restaurant managers — even fast-food managers — can expect salaries ranging from \$30,000 to \$60,000, but hours can be long, arduous and people in this occupation will often work evening hours.

ENVIRONMENTAL whatever — engineers, geologists, managers — are increasingly important in a society that is putting a premium on waste management and environmental cleanup, according to Ruth Grass, an academic and career counselor at Oakland Community College.

"The 1990s is seeing a big push to save the environment," she said. The environmental engineers — those who will design safer landfills and incinerators and figure out ways to clean up the messes of the past — will be in great demand.

Job hours will be irregular, and travel may also be required for people in this field, she said, but the potential for good pay will be high. Environmental engineering is so diverse that it is difficult to give average salaries.

The schooling necessary for becoming an environmental engineer requires at least a bachelor's degree and probably a master's degree. "So you're looking at four to eight years of schooling."

THERE IS ALSO a great need for qualified executive secretaries, according to Lori Widman, president of Widman Personnel Division in Farmington Hills.

"Business has grown so much in southeast Michigan that the market has increased, but fewer people are going into the secretarial field, she said.

Part of the problem, she said, is the stigma attached to the word "secretarial." Secretary carries a connotation of a low-paying, low-

prestige, subservient job. That's not the case today, Widman said. "Today, the executive secretary has positioned herself as a professional — her job is an extension of the executive."

Beyond typing and grammar skills, the executive secretary must pick up the slack for an executive, screen the executive from unnecessary annoyances and must value confidentiality. "She (or he) must like a challenge and thrive on stress — you have to be career-oriented rather than job-oriented."

Quite often, the executive secretary will have a two-to-four-year degree in business or education. Widman said the salary range for the position is enormous, but on average they can expect between \$25,000 and \$30,000 a year. "Some will make in excess of \$40,000."

WORKDAYS, while typically 9 to 5, require frequent overtime in an active, growing company. "The executive secretary has to be far more worldly — you fly to Europe like you used to fly to Chicago," she said.

Food processing plant management and quality control, according to Samuel Skeggen, president of Roth Young Personnel Service of Detroit in Southfield, is another occupation that has great possibilities in the 1990s.

Skeggen said plant managers and quality control people are essential because efficiency and quality are just as important — if not more important — in a shrinking economy market. "A technical person who can supervise people can go far in quality control or plant management."

Exacting government regulations mean that people in these positions must be better educated which usually means a four-year degree in chemistry, microbiology or natural science as well as training in the specific job.

The larger plants also means more responsibility, she said.

Training inspires leaders

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Bruce Nyberg, a vice president at National Bank of Detroit and a Birmingham resident, described his experience with Leadership Detroit last year.

"I THINK it opened my eyes to the need for more regional cooperation in the metro area," Nyberg said. "When you're together for a while and you develop relationships... you get to know and respect people a lot more and they you. And that leads to better understanding."

Then there are civic/charitable groups like the Junior League of Birmingham that sponsor seminars for their members' growth. "I think training inspires people to become a leader," said Karen Caserio, co-chairwoman of the program.

This year, the league again is offering a leadership series on personal and professional development.

"Sometimes, I think training inspires people to become a leader," said Karen Caserio, co-chairwoman of the program.

Two-hour sessions cover such topics as the art of negotiation, listening skills, how to get publicity, positive management of negative thinking and effective business writing.

Caserio took the course last year and was so impressed that she took on responsibilities of co-chairing it this year.

"It helped me better know myself as a person," she said. "You get motivated, take notice, stand up and do it."

"It (leadership program) shows people doors are open, they can be involved and can make a difference," Busbey said.

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Paul R. Graves, Group Market Development Manager for Structural Applications, was named manager of field application development for the automotive materials group of the Dow Chemical Co. Graves joined The Dow Chemical Co. in 1979 as a unit supervisor in chlorinated solvents manufacturing in Freeport, Texas. Graves is a resident of Rochester Hills.

William L. Rosin has joined the law firm of Miller, Canfield, Paddock and Stone, Rosin is an associate in the Bloomfield Hills office. He will be involved in national real estate and commercial finance matters. Rosin was formerly associated with the law firm of Butzel, Keldan, Simon, Myers and Graham.

Michael M. Kayserian has joined EMPCO Inc. as vice president of labor relations. Kayserian comes to EMPCO with 33 years of labor relations experience in both the private and public sector.

Sandra Matthews of Birmingham has joined Yaffee & Company as a director of creative services. Previously, Matthews was a freelance advertising consultant.

Michael Goetz, of Birmingham, has become an attorney of the law firm of Kitch, Saurbier, Drulchase, Wagner & Kenney P.C. Goetz was previously Lapeer County Assistant Prosecuting Attorney.

Jim Naughton has joined Jack Morton Productions Inc. as a training manager. He previously served

as a project manager in the training group at Creative Universal Inc.

Aaron F. Grace was appointed account executive for Music Technologies International. Grace joins MTI from Pepsi-Cola where he was a major accounts sales representative.

Harvey Rabinowitz of West Bloomfield was promoted to senior vice president, media director at W. B. Doner & Company. Rabinowitz joined W. B. Doner and Company in Jan. 1978 as associate media director, director of broadcast negotiations.

Jaane K. Abbott, CAP, has joined Square Lake Corporation as the chief financial officer. Abbott was formerly the supervisor of accounting and tax for Physicians Management by Scroggins of Atlanta.

Patrick J. Piccinino was appointed head of LogiCorp's management information systems department. Piccinino came to LogiCorp from Digital Equipment Corp. where he was a system manager.

William D. McIntyre Jr. was named senior vice president of American Speedy Printing Centers, Inc. Since 1987, McIntyre was chairman and majority owner of Western Print Inc.

Brian P. Logue was appointed vice president of marketing for Square Lake Corp., of Bloomfield Hills, a managed mental health care company. Logue worked previously with Selectcare, as their sales manager.

Rick Wieland of West Bloomfield was appointed Rolls-Royce manager of Don Massey Cadillac, Inc., Plymouth.

Leah Herbert, of Rochester, was promoted to associate media director serving the Cadillac Motor Car and Florist's Transworld Delivery (FTD) accounts at D'Arcy Masius Benton & Bowles/Bloomfield Hills. Herbert joined the agency in 1983 as an assistant media planner on the Pontiac Motor Division and General Motors Protection Plan accounts.

Philippe Defechereux was named senior vice president, director of client services/automotive at DDB Needham Detroit. Defechereux joined DDB Needham in 1989 as senior vice president group account director on Volkswagen.

Robert M. Rycus, CPM, of Farmington Hills, has received the prestigious Professional Achievement Award bestowed by the Institute of Real Estate Management for 1989 and 1990.

The following persons have been named to new positions at Ross Roy Communications. They are: James Morrison, studio manager of desktop publishing; David Soga, copy supervisor; Melissa Burke, art director; and David Hille, art director.

Mark McCarty, of Farmington Hills, has become an attorney of the law firm of Kitch, Saurbier, Drulchase, Wagner & Kenney, P.C. McCarty is a graduate of Indiana University School of Law.

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